

Daily Herald 1 Mar 1966



**ORIGINAL PROVO PENNEY STORE** — This is Provo's first J. C. Penney Store, opened in 1908 at Second West and Center. The picture was taken in 1910. From left to right are three members of the staff at that time, E. R. Richman, C. H. McKellips and Russell Whitman.

## Penney's Recalls Past Era

# Shirts for 25 Cents? That Was 1902

Shoppers who passed the J.C. Penney Company store in Provo today were startled to see a window display with these prices for merchandise:

Men's ties, 15 cents.  
Women's blouse (Paris original), \$1.50.

Gloves, 15 cents.  
Men's shirts, 25 cents.  
Curtains, 39 cents.  
Calico, 15 cents a yard

goals. Executives from the New York central office will include William M. Batten, chairman of the board, and Ray H. Jordan, president. James Cash Penney, the founder, is also expected.

Warren Gaston, sales and merchandise manager for the local store, and his wife will attend meetings in Colorado

Springs March 14 and 15.

The anniversary observance will include a rededication to principles established by the company founder relating to price reduction through mass purchasing and distribution; economy and efficiency of operation; truthful advertising, friendly service; and merchandise testing.



# Stock Market

FURNISHED BY GOODBODY AND COMPANY

Member of New York Stock Exchange

## DOW JONES AVERAGES

	Total Volume	30 Industrials	20 Ralls	15 Utilities	65 Stocks
Tuesday's Close:	9,910,000	951.89-1.11	266.76+2.53	141.75-.03	341.97+.85
Wednesday's Open:	2,950,000	951.61-.28	267.16+.40	141.96+.21	342.16+.19

## N Y S E MOST ACTIVE STOCKS

Complete Volume	Close	Chng
Raytheon	184,200	46% +5
Collins Radio	177,100	74 1/2 +5 1/8
Transitron	151,500	15 1/2 +1 1/4
Sperry Rand	117,700	20% +1 1/8
R C A	115,000	55 +2 3/4
Colonial Corp	111,000	13 UNCH
Gt Atl Pac	105,700	32 1/2 +1 1/8
C B S	104,300	45 1/4 +2 1/8
Sunshine Mng	93,600	46 1/8 +2 1/4
S C M Corp	93,000	58 1/8 +3 1/8
Chemway	90,600	11 1/2 +1 1/2
East Air Lines	85,200	77 1/8 -1
Loral Corp	82,100	15 1/8 +1
Lear Siegler	79,600	27 1/8 +2 1/8
Ling Tem V	73,600	61 1/4 +5 1/8

## NEW YORK STOCK EXCHANGE QUOTATIONS

	Monday Close	Tuesday Open
Allied Chemical	45 1/8	45 1/8
Allis Chalmers	37 1/8	37 1/8
Aluminum Led	34 1/4	34 1/4
American Can	56	56 1/8
American Cyanamid	88 1/4	88 1/8
American Tel and Tel	59 1/4	59 1/4
American Tobacco	37 1/8	37 1/4
Arizona Public Service	31	31
Atch T and S Fe R R	40 1/4	40
Bethlehem Steel	36 1/2	36 1/2
Brunswick Corp	10 1/8	10 1/8
Burlington R R	47 3/4	48
Celanese Corp	76 1/4	76 1/8
Chrysler Corp	55 1/8	55 1/2
Denver and R G W R R	23 1/8	23 1/8
Dow Chemical	73 1/2	73 1/8
Du Pont	222	223 1/2
Eastman Kodak	117 1/4	117 1/8
El Paso Nat Gas	20 1/4	20 1/8
Ford Motor Comp	52 1/8	52 1/2
General Electric	109	108 1/2
General Foods	79	79 1/4
General Motors	99 1/2	99 1/2
Goodyear	45 1/4	45 1/4
Gulf Oil	51 1/8	52 1/8
Int Bus Mach	515	515
Int Resis	34 1/8	34 1/4
Kennecott Copper	132 1/4	131 1/4
Korvette	25 1/4	25 1/8
Lifton Industries	82 1/4	84 1/4
Minn Mng Mfg	67 1/8	67 1/8
Monsan Chemical	81 1/2	81 1/8
Montgomery Ward	32 1/4	33
Mtn Fuel Supply	35	35

## SALT LAKE STOCK EXCHANGE

Monday's Quotations:	Bid	Asked
Banner Mng	68.00	80.00
Bristol Silver	.05	.06 1/2
Cardiff	.09	.10
Chief Con Com	5.00	5.50
Chief Con Pfd	4.87 1/2	5.00
Clayton Silver	.36	.39
Combined Metals	.15	.19
Cons Eureka	.14 1/2	.15
Crown Point	.35	.43
Dragon	.24	.28
East Utah	.40	.41
Empire Mines	.16	.18
Eureka Bullion	.05	.08
Eureka Lily Con	.16	.17
Eureka Std	.52 1/2	.60
Gold Chain	.28	.32
Grand Deposit	.50	.55
Great Western	.04 1/2	.05
Kennebec	.27	.30
Mammoth	5.50	6.00
North Lily	.77 1/2	.82 1/2
New Park	5.25	5.50
Park City Con	.08 1/2	.09 1/2
South Std	1.50	1.60
Tintic Std	7.00	7.25
Utah Con	.11	.15
Williston	.45	.55

## SALT LAKE STOCK EXCHANGE SALES

Champion Silver, 100 at 1.15; 100 at 1.20;	
100 at 1.25	
Chief Con Pfd, 1,133 at 4.87 1/2	
Comet Coal, 500 at .35	
Diamond B, 1,000 at .02 1/2	
Dragon, 1,000 at .24	
East Utah, 1,000 at .40	
Great Western, 200 at .04 1/2	
Horn Silver, 2,000 at .21	
Kashmir, 2,000 at .20	
Moviematic, 1,900 at .49	
New Park, 100 at 5.62 1/2	
Royston Coal, 3,400 at .05 1/2	
Sage Oil, 225 at 6.50	
South Std, 500 at 1.60	
Tintic Lead, 3,500 at .18	
Tintic Std, 200 at 7.00; 400 at 7.12 1/2	
Utah Wyoming, 800 at .80	

## MUTUAL FUNDS

Monday's Quotations:	Bid	Asked
Affiliated Fund	9.27	10.03
Dividend Shares	3.81	4.18
Dow Theory	7.79	8.42

## Death Claims Zola Cox, 54

Zola Louise Cochran Cox, 54, 129 N. 4th W., Provo, died Monday afternoon in the Utah Valley Hospital of a bronchial infection.

She was born July 1, 1911, in Eugene, Ore., the daughter of Carlyle Louise Scott Cochran.

She married David L. Cox Mrs. Cox on April 8, 1939, in St. George. She moved with her parents to Redland, Calif., and then to Salt Lake City in 1915. She moved to Provo when she was seven years old, attended Franklin School and Provo Junior High School and was graduated from Provo High School in 1930.

She attended Brigham Young University, then lived one year in Washington, D. C., where she went to George Washington University. She returned to Provo and was employed by the Continental Distributors. In 1931 she began employment at the Telluride Motor Co. After her marriage, they lived in Provo. She was a member of the LDS Church, active as a teacher in Primary and Sunday School, secretary in the YWMA for many years and served as counselor in the Provo Third Ward Relief Society for five years.

She was a member of the Co Amore Club, and for the past nine years had been employed at Kiddieville.

She is survived by her husband,

